

Google Analytics for Plinkit

Step by step guide

Check List:

To configure Google Analytics for your Plinkit site, you will need:

- Access to a valid email account, or a Google account
- Access to a management user for your Plinkit site

Registering a Google Analytics account

If you already have a Google account, you can skip ahead to step 6.

1. Go to the Google Analytics Sign Up site:
http://www.google.com/analytics/sign_up.html
2. Click the “[Sign Up Now](#)” link
3. Enter valid email address and a password to access the Google Analytics site.
 - a. Enter a valid email address in the “**Your current email address:**” field.
 - b. Enter a password (must be at least 8 characters long) in the “**Choose a password:**” and “**Re-enter password:**” fields, the password must be identical in both boxes.
 - c. At the bottom of the page type the letters in the image into the box bellow it.
 - i. If you have trouble reading the letters, you can click the image of the wheelchair next to the box, this will cause the computer to start making very unusual sounds, but during the sounds you will hear distinct numbers, type the numbers into the box in the order you hear them. If you miss a number don’t worry, when it is done a voice will say “Once again” and start over. If you do not get all the numbers the second time through, you can always click the image again and start over, the numbers do not change.
 - d. Click the “**I accept. Create my account.**” button.
4. Check your email on the email address you entered on the sign up page.
 - a. Select the email with the subject “**Google Email Verification**”
 - b. Click the first link you see, it should end in: “[=en](#)”, this will take you to a new site.
5. Go back to <http://www.google.com/analytics>
6. Login with your Google account information or the email address and password you just used in the signup process
 - a. If your address is already displayed in bold, you only need to type your password to login
7. Click the “**Sign Up >**” button near the bottom of the page.
8. Fill out the fields that ask questions about your site
 - a. Make sure the first dropdown box says “**http://**” not “**https://**”
 - b. Type, or copy your websites address into the box next to it, but be sure to not include the “http://” in the front of the address,
 - i. e.g. “www.shawls.lib.il.us” not “http://www.shawls.lib.il.us”.

- c. **Account Name:** will automatically be filled in with your sites URL
- d. Select the **“Country”** and **“Time Zone”** your site is in. All Illinois Plinkit sites should have **“United States”**, and **“(GMT-06:00) Central Time”** selected.
- e. Click the **“Continue >”** button.
9. On this next page, the only information you need to fill out is **“Country or territory”** field, select **“United States”** for this field.
10. Click the **“Continue >”** button.
11. On the next screen there will be a box with some JavaScript code in it.
 - a. The forth line down will look similar to: `uacct = “UA-2345678-1”`.
 - i. Write down the code after the **“=”** sign, (it should look similar to **UA-2345678-1**)
 1. You don’t need to save the **“** marks, just the letters, numbers, and dashes.
 - b. Click the **“Continue >”** button.

Configuring your Plinkit Site

1. In a new browser window or tab, go to your website and login as your management user.
 - a. This will normally have been given to you during your Plinkit training.
 - b. If you do not remember it, or never had one, call your Regional Plinkit Trainer, and ask them how to login as the management user.
2. Click the **“site setup”** link at the top right of the Plinkit site.
3. If you see the link **“Analytics for Plone”** Under the **“Add-on Product Configuration”** section of the left navigation bar (it will be near the bottom of the navigation bar), skip ahead to step 7.
4. Click the link **“Add/Remove Products”**
5. Near the top of the first list (not the navigation bar on the left), click the checkbox to the left of **“AnalyticsForPlone 1.1”**.
6. Scroll down to the bottom of the list and click the **“install”** button
7. Scroll down to the bottom of the left navigation bar and click the **“Analytics for Plone”** link.
8. In the **“Google analytic’s id”** field type in the code you saved earlier.
 - a. It will look similar to **UA-234567-1**.
9. Click the **“submit query”** button.

Verify Google Analytics is working

1. Go back to your Google Analytics page.
 - a. If you closed that window you may need to log back in at <http://www.google.com/analytics>.
2. At your main page click the “**Check Status**” button.
 - a. If all went well, you should see “**Waiting for Data**” and “**Analytics has been successfully installed and data is being gathered now.**” at the bottom of the yellow box.
3. Click the “**Finish**” button at the bottom of the screen (don’t wait on the “**Waiting for Data**” message to change, it takes a long time)

Google analytics is now configured and working on your Plinkit site, you can return to this page and click the “[View Reports](#)” link to view information about traffic to your website. It will take some time before you can check this for the first time. The way Google Analytics works is it gathers a full days worth of traffic, and then generates your reports based on that data, so it is updated approximately every 24 hours. This seems like a bit of a hassle when it is first installed, but the amount of information you can gather about visits to your site is worth the wait.